

THE OVERSEAS PRESS BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

WORLD PRESS CENTER • PHONE LW 4-3500
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February 8, 1964

Tickets Available For Awards Dinner

Invitations are being mailed out this weekend to the Silver Jubilee Annual Awards Dinner which will be held Friday, April 10 in the grand ballroom of the New York Hilton.

The prices of tickets will be the same as last year — \$15 each for a member and one guest, \$35 for all others.

Co-chairmen *Turner Catledge* and *Ben Wright* went beyond the usual annual prediction of a sellout by forecasting a shortage of space by April 1 for the 25th Anniversary Dinner.

For that reason, they urged that members get in their reservations now. Seating will be on a first-come-first-served basis.

Members need not wait for invitations to buy tickets. They may send a check for the desired number of seats to the Dinner Committee, Room 40 at the Overseas Press Club. *(Cont'd on page 3)*



Top, from left — *Wilhelm, Hershey, Kuhn, Lochner*. Bottom, from left — *De Rochemont, Tornabene, Frantz*.

TO NOMINATE CLUB LEADERS

The Nominating Committee to select candidates for the April 21 elections was named by the Board of Governors last week. They include: *John Wilhelm* (chairman), *Burnett Hershey*, *Irene Kuhn*, *Louis Lochner*, *Richard De Rochemont*, *Russell Tornabene* and *Ralph Jules Frantz*.

Alternates are *George Bookman* and *Whit Burnett*. The Annual Meeting date coincides with the election day.

GOVERNORS VOTE LIFE MEMBERSHIP FOR ED MURROW

Edward R. Murrow was elected to an OPC life membership last week.

The action came as a result of a unanimous action by the Board of Governors.

The famous television news commentator resigned three weeks ago as head of the United States Information Agency, a post to which he was appointed in 1961 by the late President Kennedy. He had undergone surgery for lung cancer last fall and resigned his USIA post to continue his convalescence.

Murrow received notice of the OPC membership in a letter from Secretary *Will Oursler*. The letter praised Murrow's contributions to journalism and to the Club, noting "your accomplishments set a standard both of courage and judgment in the presentation of news — truth — and in helping and guiding others assigned to get the story fully and accurately."

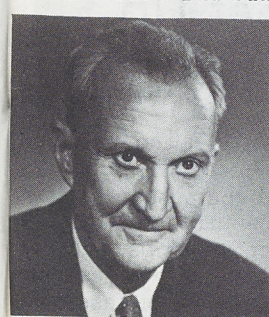
Praise for the former CBS broadcaster came from all quarters last week.

The *New York Times* television critic *Jack Gould* said that "Part of the effectiveness of Mr. Murrow rested in his singular style and authority on the air; to his job he brought the most devastating of passions and convictions the art of understatement. . . . Broadcasting gave fame and fortune to Mr. Murrow, but it remains in debt to the man."

Kudos also came from rival NBC territory. In last week's *Bulletin* *Chet Huntley* stated that "all of us who toil in the frequently-underestimated vineyard are indebted, daily, to Ed Murrow. He pioneered the way; he emblazoned a splendid trail which has developed into a crowded highway."

BENTON TO HIT TV INDUSTRY IN TALK THURS.

Former Sen. *William Benton* will tell how he thinks U. S. television is wasting its educational opportunity, at an OPC luncheon Thursday.



Benton

The onetime Connecticut lawmaker is now publisher of the *Encyclopedia Britannica*. He was appointed U.S. ambassador to UNESCO last year by President Kennedy.

Benton has long believed that educational television (ETV) is a integral part of the program to counter Russian advances in scientific and technical fields.

This lunch replaces the Wednesday Luncheon which would fall on Lincoln's birthday this week.

White House Tea Ends College Editors Meet

Over 400 college editors crowded into the East Room of the White House last Monday for a reception and tea given by the first family. It was a fitting climax for the most successful College Editors Conference sponsored by the Overseas Press Club. The Conference was organized by *Ruth Hagy Brod* and her OPC Youth & Student Affairs Committee.

Beginning on Friday evening at the *(Cont'd on page 8)*

Calendar

NOTICE: All reservations will be charged to members' accounts unless cancelled in writing 24 hours prior to function.

Mon., Feb. 10 — Recital, with baritone **George Hoffmann**, accompanied by composer-pianist **Sam Morgenstern**. Time: 8:30 p.m.

Tues., Feb. 11 — Open House, honoring **William Laurence**, recently retired as *New York Times Science Editor*. Cocktails, 6:30, dinner, 7:30 p.m. Details next week.

Thurs., Feb. 13 — OPC Luncheon. Speaker: former Sen. **William Benton**.

Wed., Feb. 19 — Wednesday Luncheon, with **Roger Wood**, former editor, *London Daily Mail*.

Tues., Feb. 25 — China Regional Dinner, with wines, entertainment, door prizes. Cocktails 6:30, dinner 7:30 p.m. \$5. Member and one guest.

Wed., Feb. 26 — Wednesday Luncheon, with **Takeshi Maruo**, Exec. Director of Japan Trade Center-New York. Also **Robert Dowling**, New York Cultural Ambassador.

SPECIAL DISCOUNT
for
OPC'ERS

A BERMUDA
"HOME-AWAY-FROM-HOME"

Palmetto Bay

COTTAGE COLONY
BERMUDA

S. SEWARD TODDINGS, Esq., O.B.E., M.C.P.

OWNER
is a member of OPC

A beautiful palm-fringed resort where the Atlantic flows into Harrington Sound. Each cottage unit air-conditioned/heated. Complimentary breakfast room service and sailing; golf courses nearby.

Beach and sun terraces—all water sports. Reservations may be made for other Bermuda entertainment.

CONTACT

GERTRUDE DONNELLY

245 East 37th St. New York 16, N.Y. • MUrray Hill 7-4264 (Area 212)

MADISON AVE. GETS A SHELLACKING

After dismissing himself as "an almost extinct volcano" and declaring that his recent salute to Holiday magazine editor Ted Patrick "may be the last ad I'll ever write," David Ogilvy proved himself still able last week to generate an abundance of his old fire.

The chairman of Ogilvy, Benson & Mather advertising agency and author of the best-selling "Confessions of an Advertising Man" lashed into Madison Avenue to a Book Night crowd of 150.

His peppery attack ranged from Detroit auto ads ("no facts — only vapid adjectives, and not many of them") to political ads ("I can't conceive of Churchill or Lincoln tolerating them"). He agreed with critics who find television commercials irritating, printed copy dull, and billboards a blight on the

landscape. To the billboard industry's defense that it employs many people, Ogilvy replied: "So do brothels."

He did not confine his barbs to advertising, however. Agreeing to an extent to the charges that "advertising corrupts editors," Ogilvy asserted: "Most corrupt are editors of the travel sections of newspapers. Fashion magazines also are notoriously corrupt in trading editorial space for advertising."

At the same time, he defended Madison Avenue against some of its critics. With the Federal government policing ads so closely, he said, it is difficult to get away with ads that lie. And to the charge that advertising makes people buy what they don't need, Ogilvy said, "That depends on what you think they need — beer, deodorants, foreign travel."



OGILVY BOOK NIGHT: Author and panelists have a jovial pre-program talk. From left are James O'Gara, *Advertising Age* editor; Lester Wunderman, president of Wunderman, Ricotti & Kline, advertising agency; author David Ogilvy; Ben Grauer, NBC commentator; Robert LaBlonde, Caltex Oil Corp. advertising manager; Anita Diamant Berke, Book Night chairman, and Frank Gibney, *Show Magazine* publisher.

Long-Range Planning Group Set Up

A Long Range Planning Committee, headed by Vice-President **Hal Lehrman**, has been created to study ways and means of preserving and enhancing the Overseas Press Club's growing professional identity, due to the brisk recent expansion in size, capital plant and financial complexity of the Club.

The new Committee, to be staffed by members with long and varied experience in the OPC development, was established at a Jan. 20th special meeting of the Board of Governors.

Among those named to the Committee were: Building Committee Chairman **Jess Bell**, Treasurer **Matthew Huttner**,

Secretary **Will Oursler**, Vice President **Bruno Shaw** and Past President **John Wilhelm**.

The Committee's creation reflected Board interest in preserving and expanding OPC basic purposes and personality, and in making sure that our involvement in other activities, such as office rentals and banquet business, do not interfere with the basic professional activities of the Club.

The Committee was instructed to explore the problem in depth and to eventually recommend special lines of long-range planning action to the Board.

CLUB GOES ORIENTAL FOR FEB. 25 DINNER

Star attractions at the Feb. 25 China Regional Dinner will be a top Chinese dancer, exquisite oriental objects as door prizes and authentic Chinese cuisine.

According to Regional Dinners chairman *Myra Waldo*, the event coincides with the Chinese New Year celebration.

Mme. *Averil Tong*, a leading Chinese dancer in this country, will star in the sword dance made famous by the late *Mei Lan-fang*. Also entertaining are *Medy Tong*, *Barbara An* and *Tze-yun Chu*, who will present the dancing ribbons and the lantern dance. Tenor *Vincent Wu* will sing a nostalgic favorite, "On the Chialing River", with *Alice Chow* at the piano.

Valuable Chinese prizes, donated by local Chinese organizations, await all dinner guests. A pair of table lamps with an abacus as base will be awarded as first prize. Others include hand-embroidered paintings, pottery vases, Chinese dolls, sterling silver handmade jewelry, reproductions of famous Chinese paintings (mounted for hanging), table lighters, desk calendars and Taiwan pineapples.

Mrs. *Waldo* says several Chinese cookbook authors have volunteered to draw up the menu for the occasion. "One thing is certain," she said, "there will not be chop sueys or chow meins, which are as far away from genuine Chinese food as I can think of."

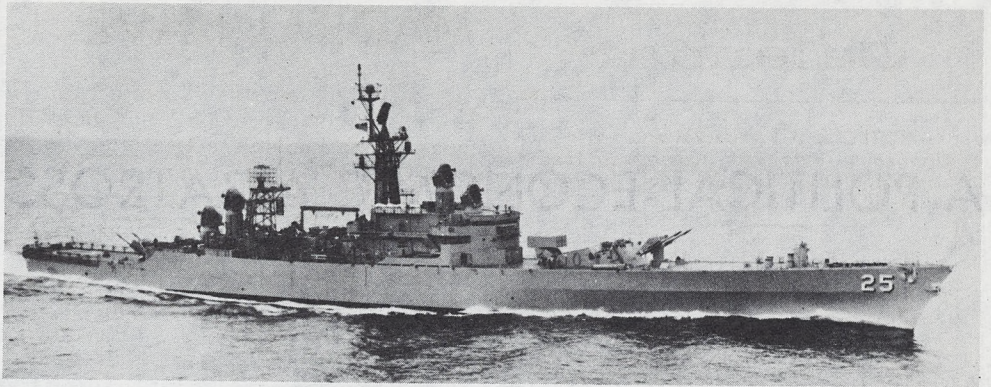
Chinese liquor and wine will be served before and during the dinner. The rice wine, customarily served warm, and a new Taiwan white wine, served chilled, will be introduced to New Yorkers for the first time.

Dinner Tickets

(Cont'd from page 1)

Jeannette Longyear, who served as banquet coordinator for the Annual Award Dinners in 1960 and 1961, has been retained for the same post by this year's committee. Miss Longyear is asking that all members turn in to her at Dinner Committee headquarters lists of non-members and organizations who should receive invitations to buy tickets.

A stellar program committee headed by *Bill Berns* has promised the most unusual dinner program in OPC history. Committee members include *Ben Grauer*, *Dick de Rochemont*, *Al Perlmutter*, *Adele Nathan*, *Doug Downs* and *David Shefrin*.



ARMS RACE DETERRENT? Secretary of the Navy Paul Nitze told OPCers last week that a multinational fleet of Polaris-bearing surface ships like the U.S.S. Bainbridge (above) might keep European powers from developing independent nuclear forces. (UPI Photo)

Nitze Says Multilateral Naval Force Could Blunt Nuclear Weapons Spread

A multilateral force might satisfy the desire of European nations for nuclear weapons leverage and thus inhibit the spread of such weapons.

This was a theory put forth by Secretary of the Navy Paul H. Nitze at the OPC Wednesday Luncheon, Jan. 22.

"Here the problem that the Atlantic Community faces is the stark conflict between the need to control proliferation of nuclear weapons systems — and the presumptive aspirations of the major European powers to have such weapons as a sovereign power status symbol," he said. Crews of varied nationalities serving on the missile-bearing Polaris ships, plus a share in this one unified nuclear weapons system would, according to Nitze, "motivate nations who do not have nuclear weapons to halt their efforts to acquire them."

Because of the multinational nature of the force and the vastness of the seas, missile ships could "maintain the uncertainty of their whereabouts", thus strengthening the allied position.

The Secretary said he believed that nations of the free world are tied together by the seas — that the support of overseas bases have formed frameworks for political alliances.

Because of this interdependence, the U.S. must be capable of escorting not only its own merchant ships but foreign ships carrying cargo of strategic importance. He pointed out that despite the growth of air transport, over 99 per cent of overseas trade still goes by ship. "And ships travel the highways of the sea, where no nation has sovereignty."



Paul H. Nitze

Nitze outlined the role of sea forces in the context not only of the cold war but in limited war and what he calls "central war", or intercontinental nuclear war.

The Navy's anti-submarine warfare (ASW) forces have become just as important a factor to survival in a nuclear attack as the anti-ICBM systems, he said. The known reliability of the Polaris systems — plentiful and invulnerable to surprise attack — is "a potent factor in the strategic planning of both the Free World and the Soviet Bloc."

"The most elegant buffet in town!"

That is what people are saying about Chef Waldner's gorgeous table at the

WEDNESDAY NIGHT BUFFET

Music Every Wednesday Night

Price \$3.95 includes tax and gratuities

7 p.m. to 9 p.m.

NOTE:

The OPC does catering for members. Not only can your own organization hold luncheon or dinner meetings, but wedding receptions also can be arranged. (These do not interfere with Club functions.) Call Miss Rosemary Kip, LW 4-3500.

A POLITICAL-ECONOMIC ALBATROSS

WEARILY BORNE

BY PRESS IN FRANCE

In France, newspapermen gave ample evidence of their determination to preserve that country's long tradition of free speech, despite the "sword of Damocles" presented by the famous "Law of July 29, 1881." It is under this law that, in the past four years, nearly 200 people have been sentenced for uttering in speech or print remarks deemed offensive to the President of the Republic. (In the previous 80 years of the 3rd and 4th Republics only ten persons had been proceeded against under this law). In October the annual meeting of French newspaper editors called for a re-definition of the Act, while Socialist deputies have been urging its total abolition.

By P.M. DESSINGES

Two factors have been outstanding in the evolution of the French Press during the past year: the continued progress of the press of the provinces and a notable stagnation in the circulation of the newspapers of Paris.

As in several years past, the French provincial Press has made constant progress, aided by the rapid urbanization and industrialization of a number of provincial cities and the transformation of conditions of life in the countryside.

On the other hand, despite the rapid increase in the population of Paris, circulations of newspapers in the capital have come to something like a standstill, apart from *Le Monde*, whose circulation increases slowly but regularly, and *Paris-Jour*, France's only daily tabloid, the circulation of which, however, is still considerably below the figure considered necessary to make the paper viable.

Among the explanations put forward for this state of affairs are the difficulties of distribution in the crowded city, the influence of television and, certainly, the largely indifferent attitude adopted

towards the press by the new generation of younger readers.

Low-Water Mark

It may well be, however, that the low-water mark for the Paris press has now been reached. The figures for 1963 are slightly above the very mediocre ones for 1962. Moreover the increase in the price of newspapers in August 1963 from 25 to 30 centimes has not affected sales whereas the previous increase (from 20 centimes to 25) in 1958 resulted in a considerable drop in sales which, in some cases, were never regained.

This twenty per cent increase in price had been impatiently awaited by the newspaper companies, whose costs had increased by more than thirty per cent since 1959. The increase was thus already insufficient. Moreover the Government, as part of its general economic measures, decided last November to block advertising rates. As a result of this measure the administration of newspapers threatens to become even more difficult than had been predicted in view of the salary readjustments due at the beginning of 1964 and the possibility

still life

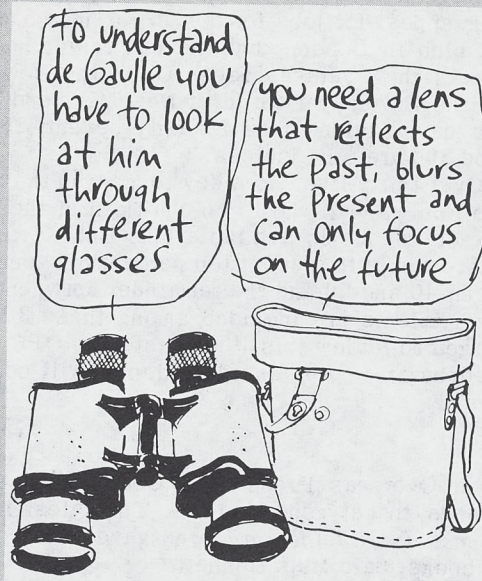
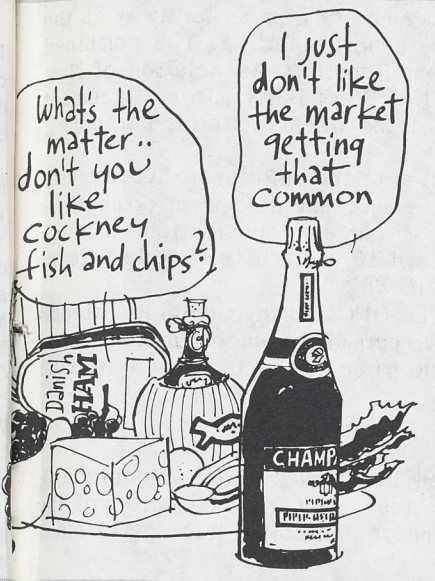
by jerry robinson

The French press has its problems with DeGaulle. Jerry Robinson may just have the reasons why.

of a rise in postal charges.

To these anxieties must be added the serious concern felt by many publishers at the increasing competition of television. In order to establish the French radio more solidly in the provinces and compete against both the local press and the privately-owned stations on France's borders (usually not entirely favorable to the French government) the authorities have undertaken the construction of chains of regional radio stations. The newspapers of Northern France have reacted by forbidding their journalists to collaborate with the French radio — a ban which resulted in a protest strike by the journalists themselves. The second television channel is progressively coming into operation and publishers do not disguise their fear that the French radio and television will finally be authorized to accept advertising in order to finance their new investments.

This problem of radio and TV constitutes one of the main subjects of polemics at the moment. On the technical level it is certain that the constant progress of television is contributing to



a change in public tastes and attitudes in the matter of news. Instead of going against this current the press would probably be well-advised to adapt itself. The outstanding success of certain magazines for young people linked up with successful radio programs seems to show the way and there has been recently a multiplication of magazines for teenagers while in the non-specialized papers specialized sections for younger readers are evidence of the growing power of this section of readership. But these things seem to be only episodic phenomena: basically no one can yet see clearly how or by what means the press can make the necessary adaptation.

Propaganda Arm

On the political level, there is no doubt that the television constitutes an unrivalled propaganda arm and it is understandable that those in power want to preserve a complete monopoly of it for themselves. To this attitude both press and public opinion have reacted by retorting that if the radio is a public service then it should be equally at the service of the public. It is for this

reason that the definitive statute of the French radio and television has still not seen the light of day although it has been announced as being imminent for several years past. It will certainly give rise to vigorous polemics in the course of the coming year.

Alongside the economic and commercial problems of French publishers are no less serious anxieties of a political nature.

Since the end of the war in Algeria seizures of newspapers have virtually ceased as well as prosecutions for offense 'against the security of the state' or 'the morale of the army'. But a new category of political proceedings has come to fill the lawcourts: prosecutions of papers for 'offenses against the head of the State'. The abundance of these prosecutions has ended by alarming not only the press itself but also public opinion as a whole. A former Minister of the Fourth Republic, Christian Pineau, recently wrote that "One can no longer know how to make a sincere judgment on the attitudes of the President of the Republic without running the risk of being charged with insulting the Chief

of State, the modern crime of *lèse majesté*."

Sick Press?

From the moment when the head of the State becomes in fact the Chief Executive, his actions are no longer those of a simple representative arbitrator. They become those of a politician and as such subject to criticism. It is doubtful, in view of the present majority in the Assembly, whether the Socialist bill in the Assembly for the abolition of the offense of insulting the Chief of State can be adopted. In any case it will have the effect of drawing attention to the dangers presented by this problem. It may seem from the above that the French press is seriously sick, caught between the demands of Government and economic uncertainties. Indisposed it may be, but seriously ill it is not. For what could be a better proof of vitality than the ability to analyze one's own troubles or of liberty than to attack whatever may appear to threaten liberty?

This article originally appeared in the IPI Report.



THE OVERSEAS PRESS BULLETIN

The Overseas Press Bulletin is published weekly by the Overseas Press Club of America, Inc., for its members around the world. Requests for advertising information and all other communications should be addressed to Miss Sibby Christensen, The Overseas Press Bulletin, 54 W. 40th St., New York, N.Y. 10018. Tel.: LW 4-3500. Classified deadline: Mon. noon. Final deadline: Tues. noon.

Bulletin Committee Chairman:
Lawrence F. Mihlon
Managing Editor: Sibby Christensen

Letters

Editor, *Bulletin*:

At a recent meeting of the Tahiti branch of the Beachcombing Foreign Correspondents Association it was formally motioned, seconded and passed that Arthur Delman be elected not only as an honorary member, but also as our *Honorary President* of the Club.

We all felt that were it put to the vote in any newspaper office or news organization, it would be the Arthur Delmans who would be elected as Managing Editor, and not sons-in-law of former presidents who are so smug, self congratulatory and self righteous about their own success.

What would happen if *all* the Arthur Delmans pushed, shoved and clawed their way up, then there'd be no room at the top for *anybody*! You can't have 100 managing editors and only one poor, broken-down foreign correspondent.

So please inform Arthur Delman that there is a comfortable niau-thatched hut waiting for him, complete with pareu-clad vahine on the shores of the blue lagoon here in the islands. Invitation is also extended to any meandering members of the OPC coming to these shores. But you'll have to prove you're an Arthur Delman first! Ia Ora Na (Same as Aloha)

Bert Covit

UPI, Papeete, Tahiti

Editor, *Bulletin*:

We mourn with Virginia Lee Warren the untimely death of Milton Bracker, one of the best of our craft. He died as he wanted to die in the frontline of news. He was a great guy, a wonderful, lifelong friend of 15 years on the staff of the Times and 15 years thereafter all over the world. "But fate ordains that dearest friends must part."

Curt L. Heymann
Advertising Parade, Paris

PRESIDENT'S COLUMN

Our appeal for jobs for the *Mirror* men had had answers from as far away as the press club in London, but the end result has not been comforting. The combined efforts of the Overseas Press Club, the Newspaper Reporters Association of New York, the Newspaper Guild of New York and the New York Daily Mirror Placement Office have yielded jobs for only seventy-three of the *Mirror* editorial personnel. A good 300 are still jobless.

"Over thirty-five" is a key to many of the troubles of the unfortunate 300, according to Bob Queen, who is co-chairman of the OPC emergency placement committee. No exact census is available but, Bob says, "from our own observations a rough estimate would find about ten percent between 35 and 40, thirty-five to forty percent between 40 and 50 and the remainder between 50 and 65".

Top talents are included among these 300. The OPC's many publisher friends are urged to review this *Mirror* list. The OPC's own permanent placement committee, headed by Steve Korsen of Borden's, will continue to be one of our principle Club organs.

* * * *

The Overseas Press Club Cook Book, edited by Sigrid Schultz (Doubleday), continues to get good reviews. The latest is by Jean Bennett, food editor of the *Hackensack* (N.J.) *Record*, who gave a full column on Jan. 23 to this one of many OPC books. Said Miss Bennett:

"If you have secretly yearned to roam the world with a belted trench coat, slouch hat, and notebook and have for various reasons been unable to fulfill your destiny, you may at least eat like a foreign correspondent".

Miss Bennett noted that Sigrid omitted instructions on how to stew a monkey or grill steaks from a camel, but she did alert the *Record* readers to the fact that Judge Allman, head of our constitution committee and former publisher and old China hand, does tell all about "Peking Duck Spiced with a Scoop". The food editor copied out two recipes, cream of nuts soup from Ghana and shrimp butter by Madame Sacher of Vienna.

Copies of the book are available at the front desk at a sixty percent reduced rate of \$1.95.

Barrett McGurn

Editor, *Bulletin*:

It was encouraging to see that the OPC has been operating in the black for a while. Those of us who have been active in the Club for many years and watched it grow, realize best the difficulties the administration is facing and appreciate the work done.

But one thing is disturbing, especially to those of us who still work abroad as correspondents. In your issue of January 18, the treasurer, among other things, credited the skipping of an issue of the "Bulletin" for putting the OPC's finances on the good side of the ledger, adding: "... the Bulletin loses money when advertising revenues are inadequate."

Now the "Bulletin" has been the perennial subject of discussion by every OPC board I remember. Certainly, it should be run as economically as possible. But every time the fact is overlooked that the "Bulletin" has never been started or should it be its purpose to make money. It has become the OPC's duty to publish it even at a loss. Why? Because the several hundred active members abroad read every line of it, it is their contact with their colleagues all over the world and especially at home, and they pay \$15 a year

to get it — they have no other reason to to be OPC members when abroad. You butcher the "Bulletin" and you will have no members overseas. And it's supposed to be the *Overseas Press Club*. Or has the *raison d'être* of our Club changed? If it's money making, than let's sell the big building, reduce our membership, and go back to the Times Square quarters — retaining our prestige and cash.

Apropos of all that, I strongly resent Ned Schurman's letter suggesting that the general public be permitted to dine at the OPC. I for one would not care to sit with Frank Costello and his friends in my club even if he threw thousand dollar bills at us. Nor would I like to see our Club turn into one of those "press clubs" you see all over, that are patronized by everybody but newspapermen.

By the way, the Belgrade Press Club, a plush affair, permits outsiders to lunch or dine. But members have a special menu, with reduced prices, so they can eat according to their pocket-books. I still don't recommend the same system in the OPC — I don't care to have even the Gabor sisters splashing around me.

Joe Peters
Belgrade

NEW MEMBERS

ACTIVE

Donald J. Brydon — General News Manager for Asia, United Press International, Tokyo, Japan.

Paul E. Deutschman — Free-lance magazine writer, New York.

Irene F. Day — Foreign Correspondent, International Trade Review, Rome, Italy.

Russell Warren Howe — African Affairs Correspondent, The Washington Post, Senegal, Africa.

Theodore John Klemens — Editor, Radio Free Europe, Munich, Germany.

Dana Adams Schmidt — Correspondent, The New York Times, Beirut, Lebanon.

Kim Willenson — Editor, Japan Economic-Financial Service, United Press International, Tokyo, Japan.

Donald C. Winston — Moscow Bureau Chief, McGraw-Hill News Service, Moscow, USSR.

ASSOCIATE

Edward George Allen, Jr. — Publisher, Bittenheim Publishing Corp. (Contractors and Engineers Magazine), New York.

William W. Boddie — Director of Public Relations, Dow Chemical Company; (F) News-Leader (Greenville, N.C.), United Press, Newsweek, Freeport, Texas.

Liselle Brent — Women's Editor, United Overseas Press, New York.

Marjorie Schlesinger Deane — Chairman of the Board and Treasurer, Tobe Associates, Inc.; (F) Look Magazine, N.Y. Herald Tribune, New York.

Helen Worden Erskine — Columnist, Feature writer, Bell-McClure Syndicate and NANA, New York.

Burnham Finney — Editor of American Machinist, McGraw-Hill, Inc., New York.

Jean Hall — Woman's Editor, The Daily Item, Port Chester.

Joan Harwood — President, Tobe Associates, Inc.; (F) Herald Tribune, Women's Wear Daily, New York.

Oscar Leiding — Associate Director, PR Dept., N.W. Ayer & Son, Inc.; (F) Associated Press, McGraw-Hill, New York.

Waldo Mayo — President, Waldo Mayo Associates; (F) National Broadcasting, Columbia Broadcasting, New York.

Dr. Alfred Michaelis — Editor, Middle East and African Economist; Economic correspondent, Frankfurter Allgemeine Zeitung, New York.

Joseph M. Moran — Manager, Information Services, American Airlines, Inc.; (F) Staten Island Advance, Lock Haven Express (Pennsylvania), New York.

William H. Quirk — Editor, Contractors and Engineers Magazine (Bittenheim Publishing Corp.), New York.

Fred C. Shapiro — Rewrite, New York Herald Tribune, New York.

Richard Toohey — President, PR Aids, Inc.; (F) Detroit, Manchester Union-Leader (N.H.), New York.

Placement

Florida:

A-102 Editor for corp. Span.-lang. external mag. devoted exclusively to Cent'l America, its economy, history & culture. Ed. offices in Miami area. Ed. exp., long familiarity with Cent'l American area essential. Salary: \$10,000.

Upstate New York

A-101 Exp'd writer wanted for corp. publication work. Capable of handling wide range of materials, from straight sales promotion writing to polished features and semi-technical articles. To take editorial responsibility for several company publications in Rochester. Submit resumes, samples of writing. Salary: \$9,000-10,000.

New York City

A-100 Writer with 4-5 yrs. bus.-fin. page exp. & knowledge trade papers, to work on blue-chip accts. Salary: \$10,000-12,000.

A-99 Ed. wanted for radio-tv org.'s monthly pub. Must be able to research, write, edit; knowledge layout & production essential. Male or female. Salary: \$10,000-12,000.

A-98 PR ass't, male or female, some exp. in product publicity, fin. & gen'l news writing, house organ, annual report work. State salary requirements.

A-97 Publicity writer for agency with broad range of clients. Ed. exp. & press contacts required. Male or female. Salary: \$7,000-9,000.

A-96 Staff writer for agency. Ed. exp. & strong rewrite required. In health area. Male or female. Salary: \$120-150 per wk.

A-95 Adv. firm needs man able to do rough ad layouts, assimilate & prepare research materials for salesmen's presentations. Salary: \$175 per wk to start.

Please write c/o Box No. attention S.E. Korsen, Placement Com. Chairman, Overseas Press Club. Members resumes will be forwarded directly to advertiser. Also, please contact chairman by mail at OPC or by phone (MU 7-4100) re any openings you may wish to have advertised in Bulletin on cost-free basis.

Classified

DID YOU COVER THE "BLITZ"? Remember how you scurried to nab that precious London taxicab and those ad libs with the cockney driver? How would you like to relive one of those hectic rides? We've got one of those real London taxicabs, 1934 vintage. It really blitzes around corners, climbs hills and is as good as ever. Want a ride? Better yet, here's your chance to really drive it yourself! If you go back far enough to have covered the London Beat in '34, better yet. This would make a real good old nostalgic piece. Contact Box 284.

APARTMENT TO SUBLET. Fully furnished five-room apartment (two bedrooms) on East 66th Street; air-conditioned, doorman service. From March 1 for three or six months. \$300 per month. Call REgent 4-6305, mornings or after 6 p.m.

MAIL or DELIVER TYPED COPY to the Bulletin Office by Monday Noon, including name and address — Items will not be taken by telephone. Rates are 50¢ a line.

Walter Kidde Constructors

— division of Electric Bond & Share Co. — designs and constructs manufacturing plants, research laboratories and other industrial facilities for many of America's larger corporations. Its plants consistently have been among the "Top Ten Plants" selected by the editors of FACTORY magazine. Walter Kidde Constructors maintains fully-staffed offices in New York and Houston.

Helping tell the story of
Walter Kidde Constructors and other
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WORLD-WIDE TICKER

Edited by CHEVA ARMOR

PARIS... from BERNARD REDMONT

President de Gaulle's semi-annual news conference broke all attendance records — almost 1,000 present, but as usual, there were many non-journalists including cabinet officials and diplomats.

David F. Schoenbrun, ex-CBS and now an independent commentator whose Paris-based program is being syndicated by the Metromedia group and its New York flagship station WNEW, made his own history

by arranging for a group of 19 columnists and reporters to fly from U.S. and participate in news coverage.

The group attended DeGaulle conference, met with Jean Monnet, Gen. Lyman Lemnitzer, Amb. Charles Bohlen and Thomas Finletter and went on to Vienna as guests of Foreign Minister Bruno Kreisky. David also addressed American Club of Paris on "From Jerusalem to Brussels — The Promised Land."

Among newsmen who were Schoenbrun's guests on the trip to Paris and Austria were columnists Max Freedman, Earl Wilson and Leonard Lyons; Hearst exec **Frank Conniff**, **Atra Baer**, NY Journal American; Tom Cunningham, UPI; Byron Dobell, Esquire ME, and others.

Changes are quietly afoot on the Paris International Edition of the NY Times — publication of a second, earlier edition, long-recommended by old-timers here, even before the Times started printing here. Thomas A. Daffron, formerly assistant news editor of NY edition, appointed managing editor of the international edition in Paris.

College Editors

(Cont'd from page 1)

Clubhouse in New York, the Conference continued with an all-day session on Saturday, Feb. 1, when college editors were briefed by panels of foreign correspondents on news-making areas of the world.

Sen. Kenneth B. Keating of New York, **Cornelius Ryan** and James A. Wechsler, addressed the editors Friday evening after which panels on the journalist and the student in international affairs were held. At a Saturday luncheon, **Harrison Salisbury** and David Halberstam of the *New York Times* gave talks.

Prizes for the best examples of foreign news reporting, for college papers and for individual reporters, were awarded on Saturday evening. On Sunday the student editors were taken to Washington where their regular Campus Clinics were held at the Shoreham Hotel. The Coca-Cola Company hosted a party

The Bulletin will contain a special supplement of the College Editors Conference next week.

at the hotel in the evening which was also attended by many of the State Department dignitaries who briefed the students all day Monday.

On Monday the group, which was swelled by students from the Washington area, heard Secretary of State Dean Rusk, **W. Averell Harriman**, G. Mennen Williams, Harlan Cleveland, Ben Stephansky and Robert Manning of State and Frank Coffin of AID.

This sixth annual International Affairs Conference for College Editors was sponsored by the OPC, the U.S. National Student Association, and the U.S. College Press Association through a grant made by the Reader's Digest Foundation.

PEOPLE & PLACES

By BETTY ETTER

NEW POSTS: Fitzhugh Green, a career officer of USIA who served previously in Laos, Tel Aviv and Leopoldville, has been named USIA representative at the US Mission to the UN and director of the Foreign Correspondents Center. He succeeds **Ernie Wiener**, who has been assigned to the US Embassy in Moscow. . . . New assignment for **D. Weston Fenhagen**: country information officer for the Republic of the Congo, headquartered in Leopoldville. . . . **Richard Kempe**, formerly with Philip Morris, now with Schering Corp, as planning and projects manager, international division. . . . **David C. Horowitz**, winner of the 1963 All-American Award from Radio-Television Daily as "writer of the year," off to Hong Kong, where he will be based while working as a roving correspondent for NBC News. . . . **Edward J. Reardon** has shifted from the American Gas Association to General Telephone and Electronics, where he is a project manager in the p.r. department. . . . **Martin Plissner**, formerly with WMCA, has joined the CBS News election unit as associate producer and writer.

ON THE MOVE: **Rohama Lee**, editor-publisher of Film News (formerly located in the OPC building) has moved to offices of the Educational Film Library Assn., 250 W. 57th Street, N.Y. . . . **J. Edward Klein Associates**, industrial p.r. agency, has opened new offices in the Pan Am Building.

ARTICLE: Saturday Evening Post for February 15 carries an article on the coin-collecting craze by **William Laas**, written in collaboration with a long-time collector, Theodore DuBay.

SPEAKING: **Hal Lehrman**, back from lecturing on North African and Mideast affairs in Texas, Louisiana and Alabama, readying for a five-date lecture tour of Canada; has pieces just out or upcoming in NY Sunday Times, Herald Tribune

and Saturday Review. . . . **Inez Robb** will be principal speaker at the annual Albany (NY) Women's Interfaith Day luncheon February 18. . . . **Leon Dennen** was the honored speaker at the annual meeting of Manhattan Chapter of the American Association for the United Nations. On the same night, **James Sheldon** wound up his second term as chairman of the organization. . . . **Edward L. Bernays** addressed the Advertising Club of Boston on January 28 on "Engineering of Consent in a Democracy." Well known publicist to be profiled in an upcoming issue of the Bostonian, is also spearheading a drive against plan to construct three underpasses along Memorial Drive in Cambridge.

MIDDLE-AISLING: **Baldev**, photographer representing PIX in India and working for many American magazines, was married in New Delhi on January 25 to Miss Jyotsana Nehta.

BROKE, ANYONE? **Arnold Burnett**, Stars and Stripes managing ed, says paper is sometimes in a position to hire temporary help for a month or so in the summer months. OPCers in Europe who find their finances dwindling can drop in or phone the Stars and Stripes at Darmstadt, Germany. They may get lucky.

INTERVIEWED: **Albert Stevens Crockett's** recollections of New York in the '90s provided a lively column by Leonard Falkner in a recent World-Telegram and Sun.

DEATH: **Marc A. Rose**, former senior editor of Reader's Digest, died in New York at 75.

RESIGNED: **Dick Lurie** has bowed out as v.p. of Johnston International Publishing Corp. and as publisher of American Exporter and Automotive World to free lance in the international business field. First project: a book on the art of business travel abroad, to be published by the book division of Pan Am.